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MARKETING IN THE SPHERE OF HIGH EDUCATION

Marketing activity is targeted at building win-win relationships with consumers giving them the genuine consumer value. Marketing is becoming the essential part of such non-profit organization as museums, hospitals and even churches. Marketing also has significant importance for education.

The popularity of higher education is growing among the young people. At the same time we can observe the restructuring, which is happening in this sphere – the changes in the ratio of technical and humanitarian specialties, new priorities in the choice of occupation, appearance and strengthening of paid education. The institutes of higher education have to meet a cut-throat competition, as any other business, dependent on market laws.

Marketing in education is an activity that enhances the prestige of the educational institution, up-grades the quality of educational process, which helps to meet the social needs in professional people.

The main aims of the marketing activity in education are:

1. to increase the number of university entrants at the time of entrance examinations;
2. to provide the clients with information about a choice of a department and profession;
3. to encourage the parents to pay for years of study;
4. to present the new specialties and additional services;
5. to inspire the university's staff.

The modern Higher School should meet the needs of the consumers as full as it can. Therefore educational institutions must take into account factors, which determine the consumer choice. Among such factors are: the existence of specialties, interesting for university entrants; the guaranties and opportunities that university gives for getting a job in the future; the fee; the complication of the entrance examinations; a number of foreign languages, the links with the foreign countries, an existence of military department and many others.

The use of the marketing policy in the High Schools gives them opportunities to achieve their main targets and solve such actual problems as:

- unsatisfactory financial state and maintenance the educational process;
- improving the educational process;
- gaining popularity and, as a result, an increase in demand for educational services;
- involving the highly qualified teachers;
- entering on the international markets.